



September 06, 2005

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Result # 1 Relevance:

Personalized direct mail catalog

X 2001-06-01 IPCOM000013905D English
Disclosed is a business method for personalized direct mail catalog. A company adopting this method can create special catalog for each member to match his/her taste. A lot of catalogues supplied from many makers. This business method gives makers a merit to ...

Result # 2 Relevance:

The business model for broadcasting contents distribution using speech recognition technology and Push type distribution.

2003-06-27 IPCOM000016528D English
Disclosed is a business model for broadcasting contents distribution on the network. It involves a user, an advertising company, and a contents owner company. This business model brings togetherness and joyful time for a user, direct marketing for ...

Result # 3 Relevance:

The Historic Use of Computerized Tools for Marketing and Market Research: Brief Survey .

27-Dec-2001 IPCOM000006359D English
Electronic tools such as computer-generated graphics and interactive survey systems have been used for many years for market research. While this is well known among marketers and market research products companies, there has apparently been some confusion about the historic ...

Result # 4 Relevance:

Information Exchange Service

2001-09-14 IPCOM000015232D English
This publication describes a business idea around the distribution of information in exchange for payment. Information about the receiver. State of the art On many web sites in the Internet today it is possible to find valuable information. This may be plain data to read, detailed ...

Result # 5 Relevance:

Hospitality Customer Information System Data Model

2000-12-01 IPCOM000014512D English
Disclosed is a unique data model which can serve as the foundation for various custom systems and related applications in the travel industry. The data model defines the core structure of a database capable of being used in a variety of applications in ...

Result # 6 Relevance:

Portable Modifiable Personal Billboard

2004-05-17 IPCOM000028487D English
Following is a novel business method in which an individual can "rent" advertising space from a person.

Result # 7 Relevance:

Message Send Protocol 2 (RFC1312)

1992-04-01
Status of this Memo

IPCOM000002133D

English

Result # 8 Relevance:

Message Send Protocol (RFC1159)

1990-06-01 ICPOM000001970D
Status of this Memo

English

Result # 9 Relevance:

Policy-Mandated Labels Such as "Adv:" in Email Subject Headers Con Ineffective At Best (RFC4096)

2005-05-01 ICPOM000125310D

English

This memo discusses policies that require certain labels to be inserted in the "Subject: mail message. Such policies are difficult to specify accurately while remaining compliant RFCs and are likely to be ineffective at best. This memo ...

Result # 10 Relevance:

How to Advertise Responsibly Using E-Mail and Newsgroups or - how \$\$\$\$\$ MAKE ENEMIES FAST! \$\$\$\$\$ (RFC3098)

2001-04-01 ICPOM000005293D

English

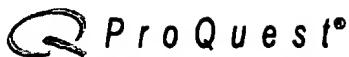
This memo offers useful suggestions for responsible advertising techniques that can be used on the Internet in an environment where the advertiser, recipients, and the Internet Community can interact in a productive and mutually respectful fashion. Some measure of ...

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Business Editors & High Tech Writers. **Business Wire.** New York: Jan 16, 2001. p. 1

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2. **Digital on the rise**

Printing World. Tonbridge: Jan 15, 2001. p. 25

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3. **Advertisers test interactive arena**

Kathy A McDonald. **Variety.** New York: Jan 15-Jan 21, 2001. Vol. 381, Iss. 8; p. 41 (2 pages)

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4. **Back to basics: it's time to get real; [1TL Edition]**

David Hewson. **Sunday Times.** London (UK): Jan 14, 2001. p. E.2

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5. **READY FOR A TURNAROUND? CADMUS PUTS A NEW TWIST ON ITS RETURN TO BASICS; [City Edition]**

Bob Rayner; Contact Bob Rayner at (804) 649-6073 or brayner@timesdispatch.com. **Richmond Times - Dispatch.** Richmond, Va.: Jan 8, 2001. p. D.14

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6. **Tobacco**

Sarah Hardcastle. **Grocer.** Crawley: Jan 6, 2001. Vol. 224, Iss. 7485; p. 35 (3 pages)

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7. **Robertson Stephens Daily Growth Stock Update on DTEC EBNX KEYN EAT HET INSN IMG MGG WMT BKST CATZ INSM NEOF SAGI**

PR Newswire. New York: Jan 5, 2001. p. 1

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8. **Factors affecting the use of information in the evaluation of marketing communications productivity.**

George S Low, Jakki J Mohr. **Academy of Marketing Science. Journal.** Greenvale: Winter 2001. Vol. 29, Iss. 1; p. 70 (19 pages)

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9. **Early adopters of the virtual supermarket: A study in Brazil**

Fernanda Particelli, Angela da Rocha. American Marketing Association. Conference Proceedings. Chicago: 2001. Vol. 12; p. 13 (7 pages)

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10. **Integrated marketing communications: Some new experimental evidence**
John M McGrath. American Marketing Association. Conference Proceedings. Chicago: 2001. Vol. 12; p. 318 (9 pages)

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11. **Structural characteristics of political markets and their strategic implications**
Paul R Baines, Ross Brennan, John Egan. American Marketing Association. Conference Proceedings. Chicago: 2001. Vol. 12; p. 120 (8 pages)

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12. **Standard Oil and Microsoft--intriguing parallels or limping analogies?**
John J Flynn. Antitrust Bulletin. New York: Winter 2001. Vol. 46, Iss. 4; p. 645 (89 pages)

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13. **Farming and agriculture**
Anonymous. British Food Journal. Bradford: 2001. Vol. 103, Iss. 8; p. 567 (32 pages)

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14. **Food marketing**
Anonymous. British Food Journal. Bradford: 2001. Vol. 103, Iss. 8; p. 508 (12 pages)

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15. **The use of the Internet as a critical success factor for the marketing of Welsh agri-food SMEs in the twenty-first century**
Adrian Sparkes, Brychan Thomas. British Food Journal. Bradford: 2001. Vol. 103, Iss. 5; p. 331 (17 pages)

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16. **Top 10 strategies: Internet**
Anonymous. Business Mexico. Mexico City: 2001. Vol. 10/11, Iss. 12/1; p. 52 (3 pages)

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17. **Information privacy and marketing: What the U.S. should (and shouldn't) learn from Europe**
H Jeff Smith. California Management Review. Berkeley: Winter 2001. Vol. 43, Iss. 2; p. 8 (26 pages)

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18. **Shopping online for freedom, control, and fun**
Mary Wolfinbarger, Mary C Gilly. California Management Review. Berkeley: Winter 2001. Vol. 43, Iss. 2; p. 34 (22 pages)

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Emily Leinfuss. Computerworld. Framingham: Jan 1, 2001. Vol. 35, Iss. 1; p. 36 (2 pages)

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Adams Hudson. Contracting Business. Cleveland: Jan 2001. Vol. 58, Iss. 1; p. 152 (3 pages)

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David Phillips. Corporate Communications. Bradford: 2001. Vol. 6, Iss. 4; p. 225 (13 pages)
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22. **Cookies, web bugs, webcams and cue cats: Patterns of surveillance on the world wide web**
Colin J. Bennett. Ethics and Information Technology. Dordrecht: 2001. Vol. 3, Iss. 3; p. 195
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23. **Adaptive AHP: A review of marketing applications with extensions**
Mark Davies. European Journal of Marketing. Bradford: 2001. Vol. 35, Iss. 7/8; p. 872 (24 pages)
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24. **Methodological issues in conjoint analysis: A case study**
Sara R Jaeger, Duncan Hedderley, Halliday J H MacFie. European Journal of Marketing. Bradford: 2001. Vol. 35, Iss. 11/12; p. 1217 (21 pages)
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25. **Strategic political segmentation: A new approach for a new era of political marketing**
Gareth Smith, Andy Hirst. European Journal of Marketing. Bradford: 2001. Vol. 35, Iss. 9/10; p. 1058 (16 pages)
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26. **The powerful triangle of marketing data, managerial judgment, and marketing management support systems**
Gerrit H van Bruggen, Ale Smidts, Berend Wierenga. European Journal of Marketing. Bradford: 2001. Vol. 35, Iss. 7/8; p. 796 (20 pages)
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27. **Headline deals 2000**
Susan Thea Posnock, Tony Silber. Folio: The Magazine for Magazine Management. Jan 2001. Vol. 30, Iss. 1; p. 32 (7 pages)
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28. **The Website is the business**
Anonymous. Fortune. New York: Winter 2001. Vol. 142, Iss. 12; p. 144 (5 pages)
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29. **Characteristics of production database workloads and the TPC benchmarks**
WW Hsu, A J Smith, H C Young. IBM Systems Journal. Armonk: 2001. Vol. 40, Iss. 3; p. 781 (22 pages)
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30. **Knowledge resource exchange in strategic alliances**
S Parise, J C Henderson. IBM Systems Journal. Armonk: 2001. Vol. 40, Iss. 4; p. 908 (17 pages)
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